Company Profile
Name: Conimar Corporation
Industry: Manufacturing & Distribution
Location: Ocala, FL
Website: Conimar.com

Challenge
Over the years Conimar Corporation experienced a large amount of growth, and they needed consistent support of their Sage 300 ERP software, as well as ongoing business process improvement.

Solution
Conimar partnered with their trusted technology advisors at Mindover Software who performed regular system upgrades and offered ideas on improving overall efficiency.

Results
Conimar was able to grow their company while reducing the amount of employees needed.

For over 35 years, Conimar Corporation has been supplying stores with quality decorative houseware products from their manufacturing facility in Ocala, Florida. They provide everything from placemats and glass products, to cutting boards and coasters - each with a unique and colorful design for the home. Selling through numerous distributors and major retailers, Conimar products are marketed under the Chop-Chop and CounterArt brands and can be found anywhere from small kitchen and home decor shops, to large big box stores like Wal-Mart.

As a company, Conimar prides themselves on providing personalized service to each and every one of their customers. So much so, that should someone call during business hours - they will always reach a real person on the other end of the line. With this kind of high standard for service, it makes sense that Conimar would desire the same from companies who provide services to them.

Exceptional Support
For over a decade, Conimar has partnered with Mindover Software as their trusted business technology advisors. From regular upgrades and maintenance, to the continuous improvement of systems integration and automation; Mindover Software is committed to ensuring that Conimar is always operating at the highest level possible. A great example of this was when Conimar desired better integration between their manufacturing module, and ERP system. Eric Robinson, Controller and Head of Finance and IT for Conimar recalls, "We had been using an application that was completely separate from our Sage 300 ERP system which forced us to do a large amount of duplicate data entry. This not only wasted time, but it made inventory tracking fairly difficult." Conimar voiced their concerns to Mindover Software, who in turn implemented a new manufacturing module which integrated directly with Sage 300 ERP. This change resulted in a drastically reduced data entry burden, greatly improved bin tracking, as well as a much greater capacity for Electronic Data Interchange (EDI).

High Level Expertise
As Conimar grew over the years, so did the necessity for increased automation and streamlined business processes; and Mindover Software was right there every step of the way. When Conimar began selling products to Wal-Mart, they quickly realized they needed to improve their
Mindover Software

Mindover Software is a business software reseller offering a broad range of accounting, ERP and CRM software including Acumatica, Sage 100, Sage 300 and Sage CRM. From offices in Austin, Boise, Dallas, San Antonio, and San Diego, Mindover Software’s team of professional consultants help companies achieve greater efficiency, cost savings and profitability.

With over 2 million business customers worldwide, the software solutions we offer are completely focused on the SMB market. With Mindover Software as your business partner, you will receive the most complete software advice and implementation services and support available.

The add-on solution created and implemented by Mindover saved us almost a full time salary.”

The Value of a Great Partnership

Having Mindover Software by their side over the years has been incredibly beneficial for Conimar. In addition to their technological expertise, the experts at Mindover Software also provided guidance regarding best practices to make Conimar as streamlined and efficient as possible. Thanks to this commitment to continuous improvement of their ERP, reporting, shipping and barcoding systems; Conimar was able to grow and expand their company, from offering 400 items to more than 900, without having to add any extra staff members.

Overall, Mindover Software has been a valuable partner for Conimar. Eric concludes, "They are one of the best IT companies that I have worked with. We can always count on them to do what they say they will and to be there whenever we need them. I have recommended them several times, and would do so again and again. They not only know all of the ins and outs of the software and how to best configure it for your needs, but they have tremendous expertise regarding business process automation as well. We have never had a question that they couldn't answer for us."